

Design Scheme for Design Expertise to MSME Sector

Q 1 . What is Design Clinic Scheme?

Ans : The O/o Development Commissioner (MSME), M/o MSME implements up- scaled (2019) "Design Scheme for Design Expertise to MSME" a component of CLCS-TUS for the period ending FY 2019-20 and extended upto 2020-21.

Q 2 . What is the main objective of the Design Clinic scheme?

Ans : The objective of Design Clinic scheme is to bring Indian manufacturing sector and Design Expertise/ Design fraternity to a common platform and to provide expert advice and cost effective solutions on real time design problems, resulting in new product development, continuous improvement and value addition for existing products including new products.

Q 3 . What are the broad activities of Design Clinic scheme?

Ans : Scheme is divided in two major parts viz. Design Awareness and Design Project:

Design Awareness

This is done through seminars, workshops (Need Assessment Survey) for participating MSMEs.

Design Awareness - Seminars and Workshops

A seminar of one day duration covers design related topics in lecture-style with intent to sensitize MSME's about the usage of design in various facets of their industry.

A workshop connotes a more focused study design with a well-defined 'take-away' for the MSME's. The total time allocated for each workshop is 5 days.

Design Project

To facilitate MSMEs to develop new Design strategies and design related products through design interventions and consultancy.

Q 4 . Who will implement the scheme throughout the country?

Ans : Presently Indian Institute of Science (IISc), Bangalore has been nominated as implementing Agency (IA) under the scheme who implement the scheme throughout the country. More IAs like the Indian Institute of Technology (IIT), National Institute of Technology (NIT), Tool Rooms etc., are being roped in need basis.

Q 5 . What are the roles & responsibilities of Implementing Agency?

Ans : Implementing Agency (IA) functions as a link between the MSMEs and the Government, office of the DC (MSME).

IA receives the applications from the individual MSMEs and group of MSMEs and it is put up for the consideration of the apex body along with its recommendations.

Q 6 . What is the financial assistance provided for the smooth running of the activities of the Design scheme?

Ans : o To support design work grant up to a maximum of 75% of total approved project cost or Rs.15.00 lakh whichever is less in case of a Micro enterprises.
o To support design work grant up to a maximum of 60% of total approved project cost or Rs.40.00 lakh whichever is less in case of Small & Medium Enterprises (SMEs).
o Funding assistance up to Rs. 2 lakh (Rs 1.5 lakh as Gol) shall be available for final year student projects done for the MSMEs.

Q 7 . Who is the Apex Body of the scheme? What are its roles & responsibilities?

Ans : Project Monitoring and Advisory Committee (PMAC) is set-up at the office of AS&DC (MSME), who looks after the Planning, Screening, identification and such other function as deemed fit. PMAC scrutinizes all the proposals received from IAs & approve the eligible proposals along with its recommendations. PMAC have overall responsibility for policy formulation, Scheme implementation and monitoring. It is empowered to take all key decisions related to the Scheme and to approve minor modifications / procedural changes in the guidelines for operational expediency.

Q 8 . Who can apply?

Ans : All registered manufacturing MSMEs under MSME Act 2006 as amended from time to time and also MSMEs which are included as per executive orders issued by Office of DC (MSME) are eligible. Scheme is open to all units which qualify as Micro, Small or Medium as per definition of MSME Act-2006. The manufacturing MSMEs may be profitable entity preferably in the last 3 years of its operation.

Q 9 . Where is the guidelines of scheme available?

Ans : Detailed guidelines of scheme is available at official website of O/o DC (MSME) <http://www.dcmsme.gov.in/schemes/DigitalMSME-Guideline-CLCS-TUS-2019-2020.pdf>